

MACLEAN'S

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IN THIS
ISSUE:

First Inside Story of the Commando Raids

Maclean's and Tomorrow

A DECLARATION OF FAITH AND PURPOSE

WE HAVE a realistic faith in Canada's future and in the capacity of its people to make it a land where security, opportunity and prosperity shall reach new levels of achievement by the will to work, by the spirit of service and good neighbourship.

We have confidence in the resourcefulness of Canadian farmers and other primary producers; in the skill and efficiency of Canadian industrial workers and managers.

We believe that the creative and inventive genius of Canadians will be almost of the World of Tomorrow, that in the fields of chemistry, new metals, plastics, electronics, transportation, communications, etc., they will devise new materials and new methods that are better in an age of advancement and of plenty.

We believe in the Canadian's strong instinct for personal liberty, and that only the Democratic system fulfills that demand.

We believe with Mr. Churchill that—"The modern state will increasingly ensure that with the economic well-being of the nation, but it is all the more vital to write at the earliest moment widespread, healthy and vigorous enterprise without which we shall never be able to provide in the years when it is needed: the employment for our soldiers, sailors and airmen to which they are entitled after their duty has been done."

We believe that the essential foundation of any program to ensure security for the people is productive effort through Free Enterprise, unhindered by unnecessary or unusual restrictions.

We accept Free Enterprise as a principle.

initiative, as efficient citizenship dedicated to the Canadian Good.

We believe that such Free Enterprise, without which Canada's war production record would not have been possible, is a better method of getting the nation's work done than is Bureaucracy or State Monopoly.

We believe in the principle of economic control which spurs people to work, in the profit system, properly controlled to benefit the many rather than the few.

We believe in a partnership of Labor and Management working with common aims and common responsibilities. We believe that to meet the challenge of tomorrow and successfully to solve postwar problems, Management, Labor, Agriculture and Government must co-operate.

We have pride in Canada's partnership in the British Commonwealth of Nations, and in sharing with the United States the same concepts of freedom.

We recognize, too, that in the Air Age Canada is a close neighbor of other great nations, notably Russia, China, Canada and South America. We believe that Canada's position in the world demands that she be an eager party in every constructive international postwar effort to maintain peace and world security, to expand international trade and avert the economic and political causes of war.

We believe only begun at home. Thus Maclean's will continue to press all angles of the Canadian scene. In free discussion the Common Man finds his basis of understanding and judgment. From this spring true national values and unity of purpose.



Mr. Tait wouldn't wait!

MR. TAIT is a *pusillanime* Canadian. If you told him he was interrupting the war effort he'd be highly incensed. But, like many another thoughtless user of long distance, he has a habit of picking up his office telephone, telling the operator to put through a long distance call and then going away from his desk. When the connection is made he

can't be found! The result is delay, missequence, expense and—worst of all—the unnecessary tying up of telephone lines and equipment that might be needed for vitally important war messages. When you find it necessary to make a long distance call, please remain within reach of your telephone until the call is completed.



TRANS-CANADA TELEPHONE SYSTEM

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Extrane lady beauty at the Army Show as one of the showgirls waits a cue.

Left: Carrying full pack, soldier troops march up steep ramp to become a living building.

Photo by Hugh White

Troop Troupers

By the Army for the Army in the Army Show—a revue that's bringing glamour to Army camps across Canada

By MARGARET VOLLMER

FOR THE past four months Toronto's Victoria Theatre has been selling Army coupons, for the Army has gone into show business and been very long the Army Show, now on tour across Canada.

Back in August, 1941, the Department of National Defence, in search of popularization for Army camps, decided a travelling revue was one of the ways to show the G.I.s and G.I.s—being. Talent made available from the Department, leaving to military musicians, singers, dancing divisions, even borrowing to Hollywood models in show. As men and C.W.A.'s for the prospective not were selected, they were turned to Hollywood in Toronto.

Two major shows were introduced: *Delta Theatre* (Toronto, short, popular, Jack O'Brien) on page 21.

Right: The C.W.A.'s dance a couple in the Army Show's big South American number.



Industry is helping win the war...

Industry must help build a peacetime world

Today
the Army has
a New Mule...

Today, all industries must produce as never before—must speed the output of food, trucks, planes, guns, ships and other instruments of war—must conserve vital supplies—that we may win quickly a decisive victory.

Tomorrow, all industries must continue to produce—testing, retools and plantations—to prevent world-wide unemployment leading to almost economic collapse.

If the world is to prosper, there must be the same cohesion among the United Nations, during the transition period and thereafter as now exists during the world-wide conflict. Internal stability here and in other nations can be gained and maintained only by sustained industrial production and by interdependence.

The people of this country, in common with the people of other lands, will prosper materially and spiritually when this war is ended but only if plans world-wide in scope are formulated promptly for a JUST AND Durable PEACE.

Tomorrow
the Farmer will
Harness It!



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When people plan a happy time, ice-cold Coke just naturally fits into the plan. It's so convenient and it offers energy to active folks.

It's knowing what all the shooting is about, plus all there is to know about 'chuting, that gives the paratrooper his extra, skillful something.

It's knowing how to quench your thirst *plus* how to give you the fine feeling of refreshment, that has made ice-cold Coca-Cola so popular everywhere. Quality is the extra something. The good name, Coca-Cola, promises it and delivers it. You'll *taste* it and *feel* it and *enjoy* it every time you tip up a frosty bottle of the *real thing*.

★ Wartime limits the supply of Coca-Cola. Those times when you cannot get it, remember: Coke, being first choice sells out first. Ask for it each time.



Ask any fighting man. He'll tell you that ice-cold Coca-Cola at a canteen adds a special touch to morale. And it adds refreshment, everywhere you can get it.



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is always
the better buy!*

He can't pause for refreshment on the way down... but watch him hood for the familiar red cooler and ice-cold Coca-Cola when he does get the chance.